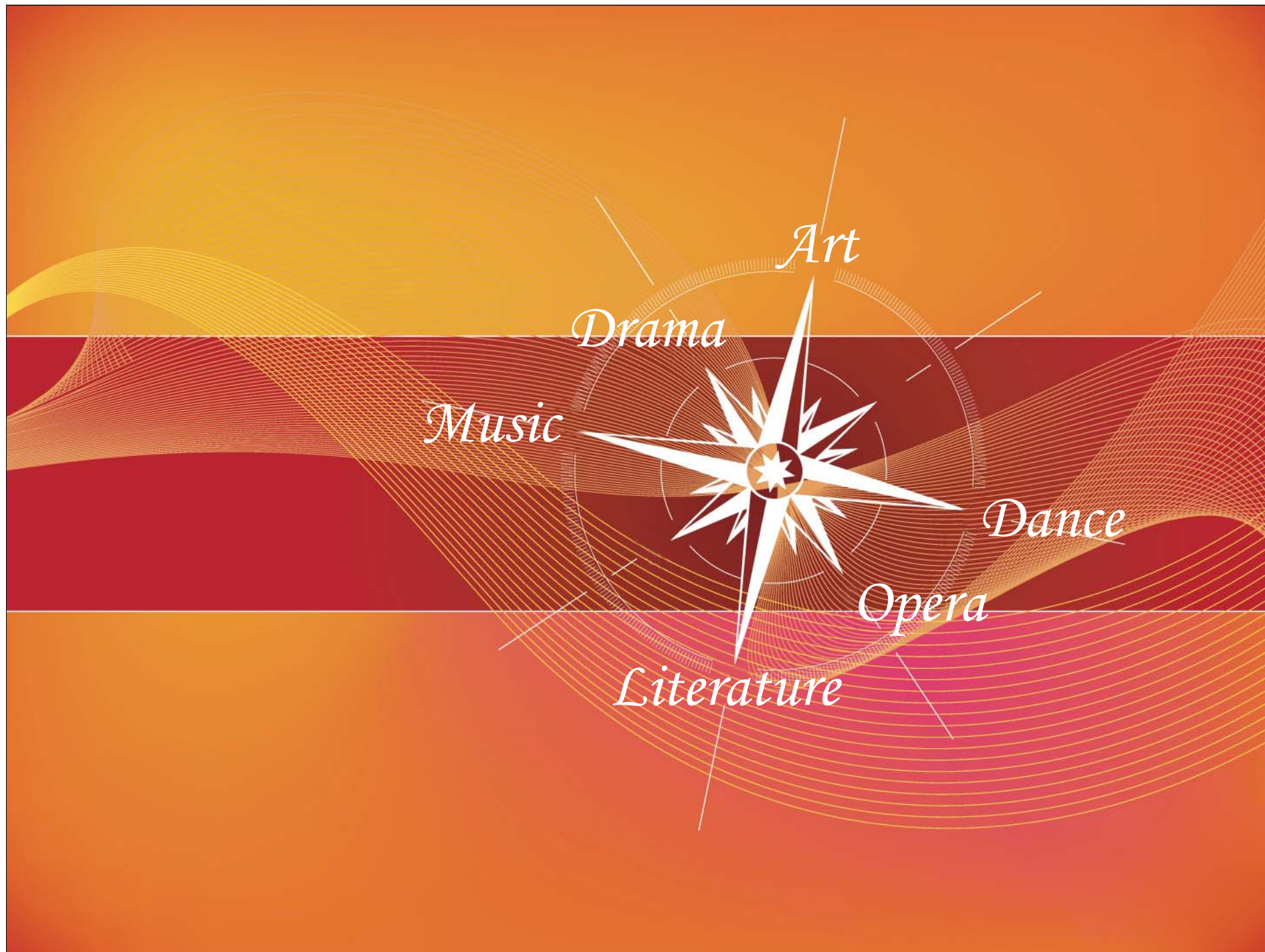


Visas

Entries/Entrées

Departures/Sorties

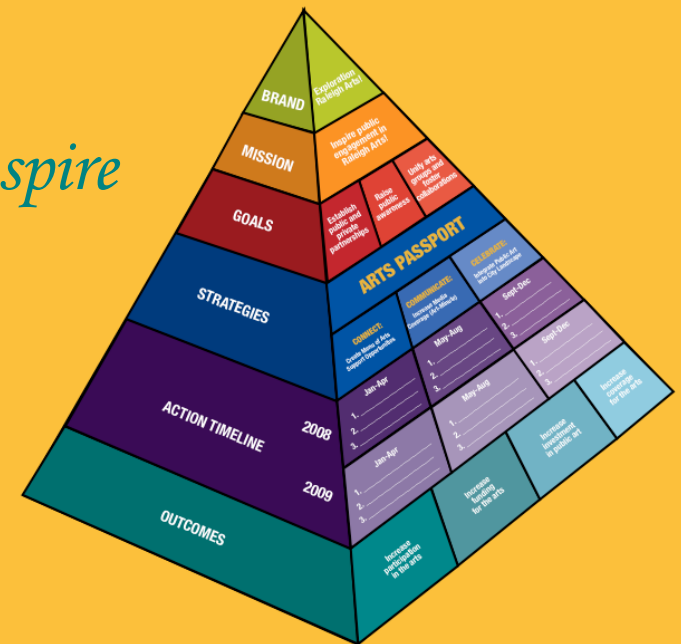




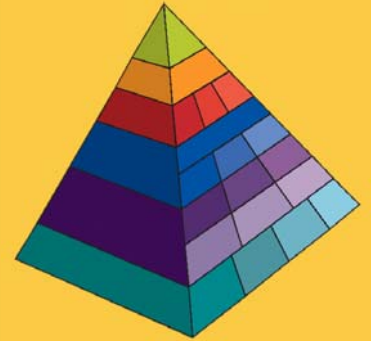
Background

The City of Raleigh Arts Commission, celebrating 30 years fostering the arts (1977-2007), invited 45 Raleigh community, business and arts leaders to come together to form a 30th Anniversary Committee. With North Carolina First Lady as Honorary Chair, and community activist Carter Worthy and singer-songwriter Tift Merritt as co-chairs, the purpose of the committee was to:

“Celebrate the Commission’s past and inspire the continued growth and appreciation of the arts in Raleigh.”



Process



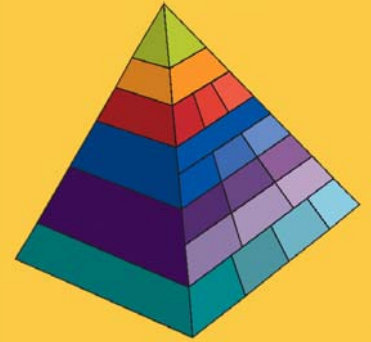
The first committee meeting was held on June 6, 2007. Group discussion focused on:

- **How to Unify the Arts**
- **How to Get People Involved**

After a brainstorming session, a central concept emerged to frame all the city's arts activities with a centralized:

- **Raleigh Arts Advocacy Campaign**

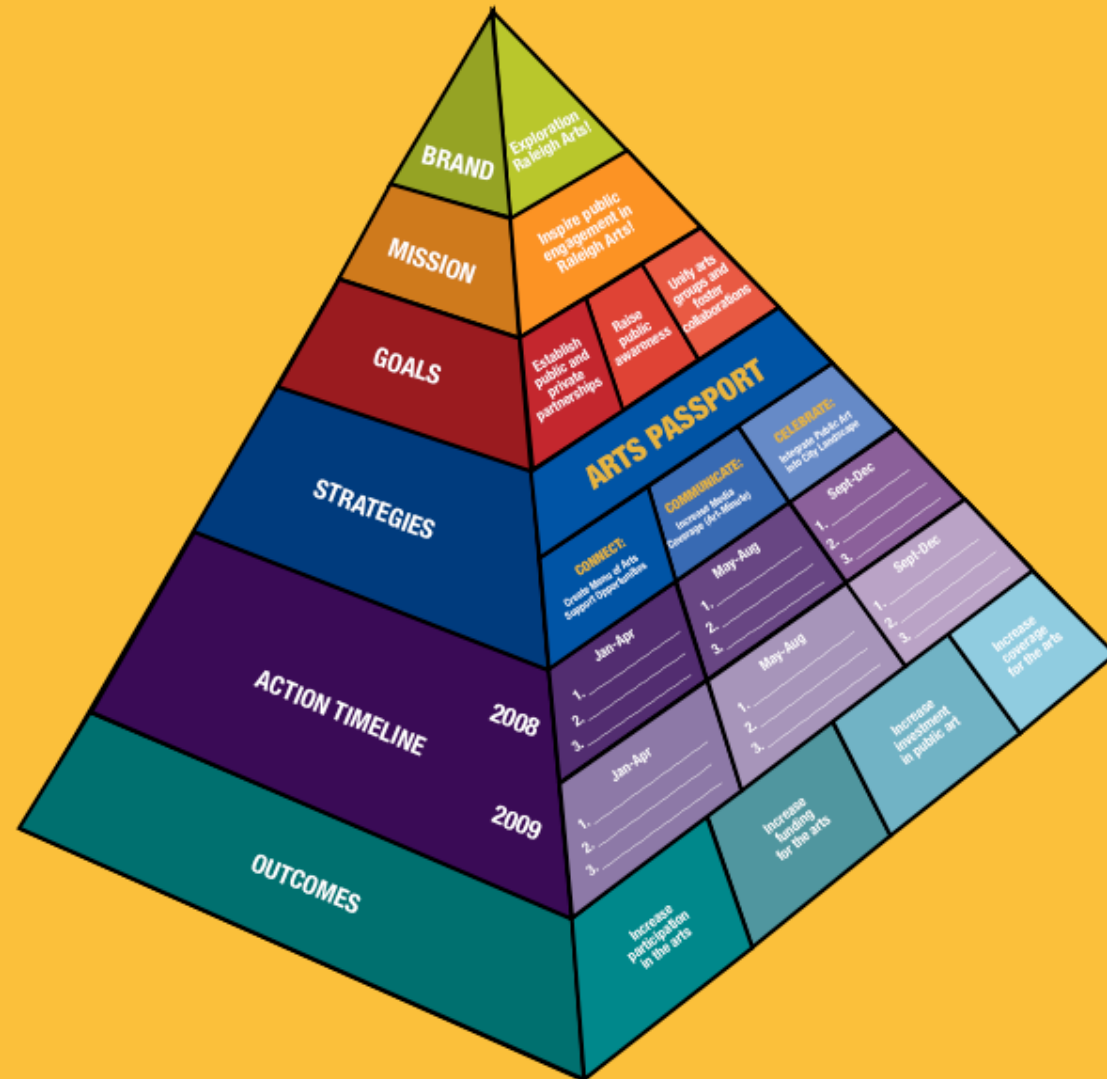
Process



The next 3 meetings prioritized activities and developed an arts advocacy plan to encourage the public to:

- **Participate in the Arts**
- **Give to the Arts**
- **Advocate for the Arts**

Result

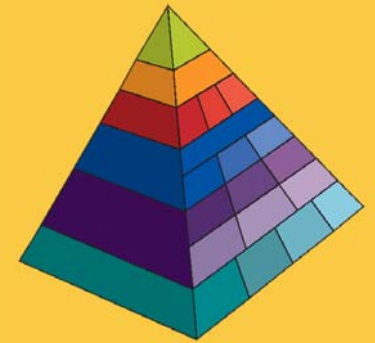




Action Blueprint for Raleigh Arts

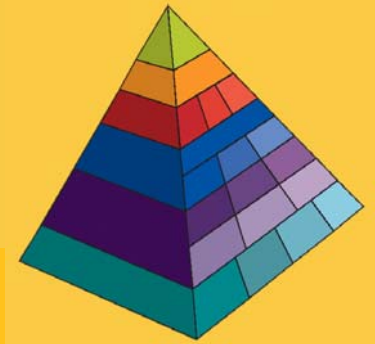


Brand Name



A brand name will be selected to umbrella the arts advocacy effort (working title is **Exploration: Raleigh Arts!**). The brand name will embrace the idea of inviting area residents to "**experience Raleigh Arts**" and embark on a "**Raleigh arts adventure.**"

Brand Marketing

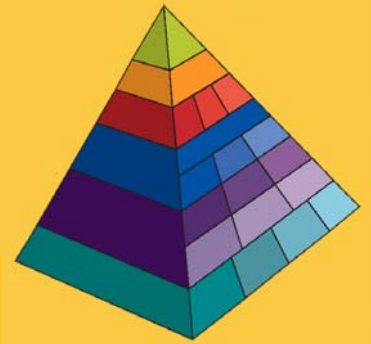


The brand name will integrate the idea of a **Raleigh Arts Passport.**

The Arts Passport will be created as a fun way to encourage both children and adults to attend cultural events and visit cultural sites. At all participating venues, individuals will receive a “stamp” in their Arts Passport for visiting the particular ‘country,’ (i.e. place or event), and prizes and business discounts will be given for ‘winners’.



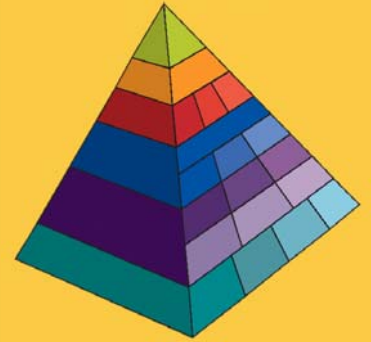
Brand Marketing



A “Kids Arts Passport” (involving children in the arts and in partnership with the schools) is also recommended.



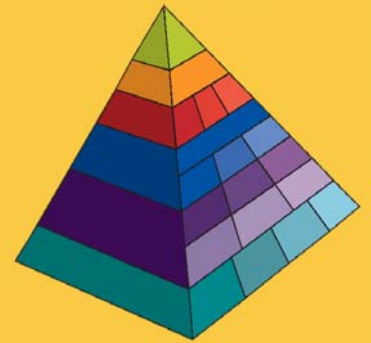
Mission



To inspire public engagement
in Raleigh Arts!

The key mission of **Exploration: Raleigh Arts** is to enhance the quality of life in the City of Raleigh by engaging the community to attend and support the Arts.

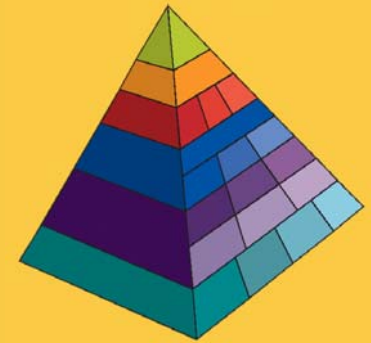
Goals



To accomplish the arts advocacy campaign, 3 key goals developed:

- 1. Establish public and private partnerships**
- 2. Raise public awareness**
- 3. Unify arts groups and foster collaborations**

Strategies

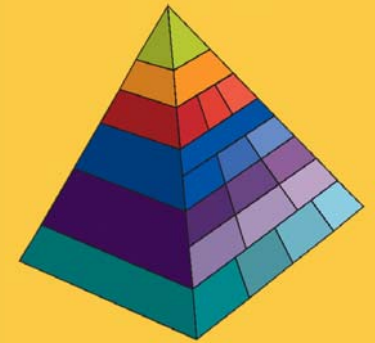


What type of strategies will best realize the mission and goals?

1. **Connect**
2. **Communicate**
3. **Celebrate**

Under each strategy, key action programs created.

Connect



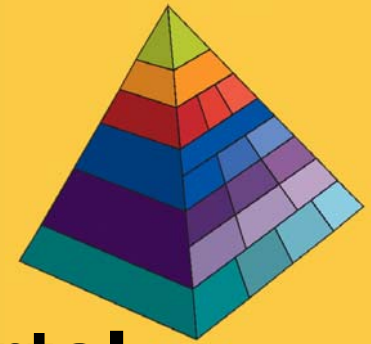
Key Action:

Develop a Menu of Arts Support Opportunities

Goal:

**Inspire businesses and individuals to: Give!
Participate! Advocate!**

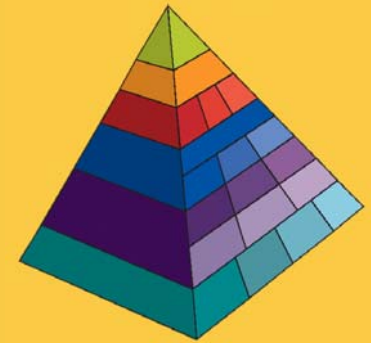
Menu of Arts Support Opportunities



Businesses: Participate in the Arts!

- Encourage employee involvement with
Exploration: Raleigh Arts!
 - Distribute Arts Passports to employees
 - Buy a block of tickets to a show or fundraiser
 - Inspire employee contributions of time and money
 - Payroll deductions for arts support
- Form a city-wide Business Friends of the Arts (local businesses that provide volunteers and other support for arts events)

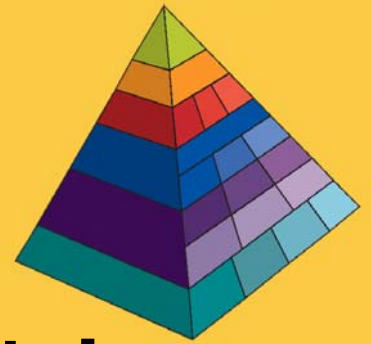
Menu of Arts Support Opportunities



Businesses: Give to the Arts!

- Provide discounts to Raleigh Arts Passport participants
- Sponsor an arts event
- Adopt-an-Artist (**showcase/promote/book local artists**)
- Collaborate with similar businesses to promote the arts (**example: EAT FOR THE ARTS! Restaurant campaign**)
- Partner with Chamber of Commerce to encourage businesses to buy tickets and educate existing and new businesses to support the arts.

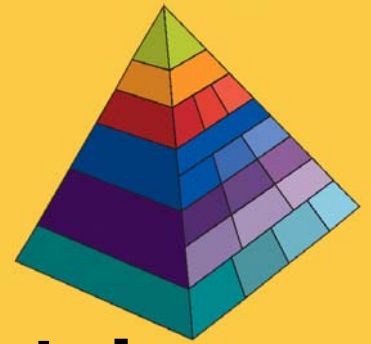
Menu of Arts Support Opportunities



Businesses: Advocate for the Arts!

- Support per capita increase for the arts
- Support percent for the arts program
- Promote and/or provide a link to the arts on your business website
- Distribute/display Raleigh Arts branding campaign materials

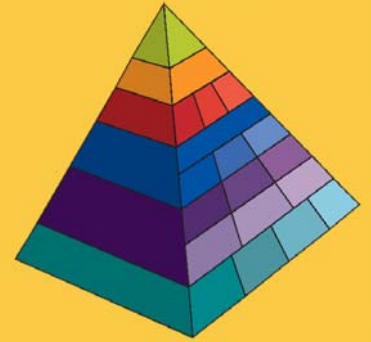
Menu of Arts Support Opportunities



Individuals: Participate in the Arts!

- Get a Raleigh Arts Passport!
- Attend arts events at least once a month
- Join an arts organization board, booster club, or support group
- Sign up for an arts-related workshop, demonstration, or class
- Encourage family to participate in the arts!
- Artists mentoring young artists

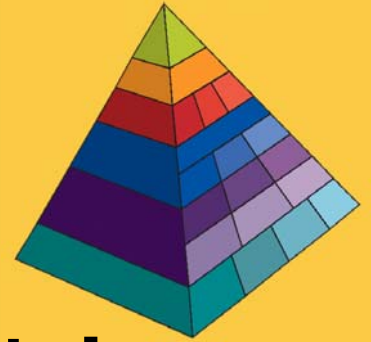
Menu of Arts Support Opportunities



Individuals: Give to the Arts!

- Donate to your favorite arts group(s)
- Give tickets to friends and colleagues
- Buy original artwork as gifts
- Contribute to young artists' scholarships
- Remember the arts in your will

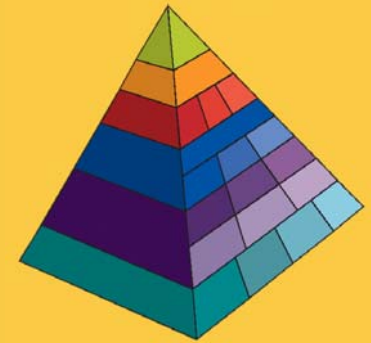
Menu of Arts Support Opportunities



Individuals: Advocate for the Arts!

- Encourage local businesses that enjoy your patronage to support the arts
- Encourage family, friends, and colleagues to support the arts
- Encourage elected officials to support local arts

Strategy: Communicate!



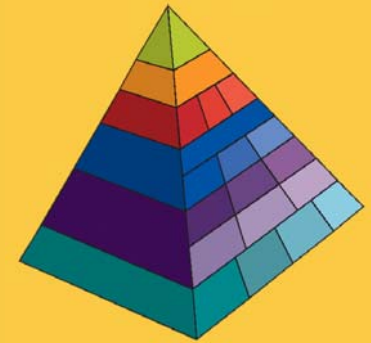
Key Action:

- **Advocate for Media Art-Minute!**

Goal:

- **Encourage media to commit more coverage for cultural events. Like sports, the arts should become a daily installment on the nightly news**
- **In addition to focusing on arts events, encourage media to invite the public to “explore” art under a new ‘lens’ of perception**
- **Create an Art Box Score for newspapers**

Strategy: Celebrate!



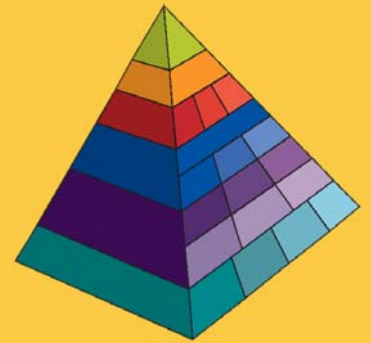
Key Action:

Integrate public art into the city landscape!

Goal:

Raleigh is a city rich in arts expression and should reflect that in its public spaces. From whimsical pop art to critically significant large installations, Raleigh's streets and parks should abound with a wide variety of artistic offerings.

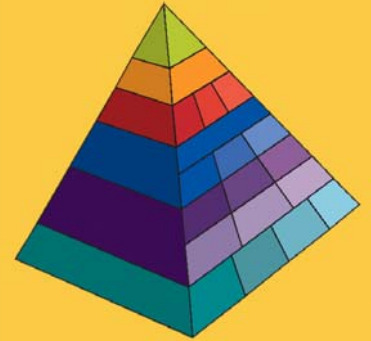
Strategy: Celebrate!



Recommendations:

- Create a plan involving community and business to support public art.
- Inventory possible future sites for public art
- Long-Range: Create a large signature piece of public art

Timeline



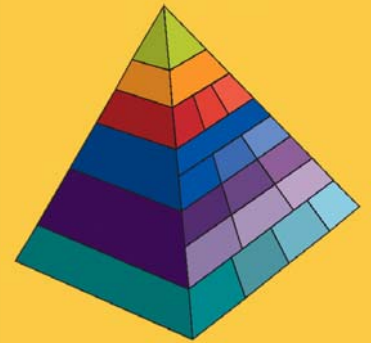
Implementation Recommendation:

Arts Commission current standing committees be enlarged with additional members (from 30th Anniversary Committee and others) to accomplish the Action Plan.

A two-year timeline will be established to accomplish:

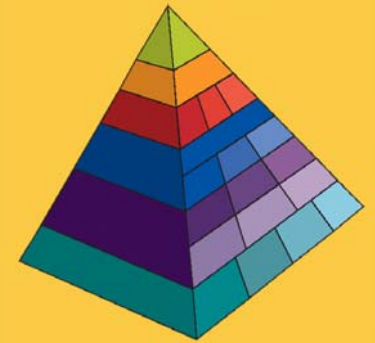
The Action Blueprint for Raleigh Arts!

Outcomes



- **Increase participation in the arts**
- **Increase funding for the arts**
- **Increase investment in public art**
- **Increase coverage for the arts**

Why is Art Important in Raleigh?



On October 11, 2007, 45 cultural organizations came together to sign the Declaration of Raleigh Arts, stating that the Arts in Raleigh:

Entertain, Educate, Enrich, Embolden, Elevate, Enlighten, Enliven, Engage, Enhance, Energize, and help *Envision* our community!



Join Us!

*Find your way to...
new experiences...new insights...
and new adventures...*

Find your way to **Exploration: Raleigh Arts!**

For more information:

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Committee Co-Chairs

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Tift Merritt

Committee Members

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Valarie Jean Bailey
Lisa Grele Barrie
Jim Black
Robert Caldwell
Caitlin Cary
Ashley Christensen
Tim Clancy
Jason Craighead
Grady Crumpler
Ron Day
Lope Max Diaz
Dennis Edwards
Peggy Fain
Roland Gammon
Dr. A. Blanton Godfrey
Loren Gold
Verna Graff-Gessaman
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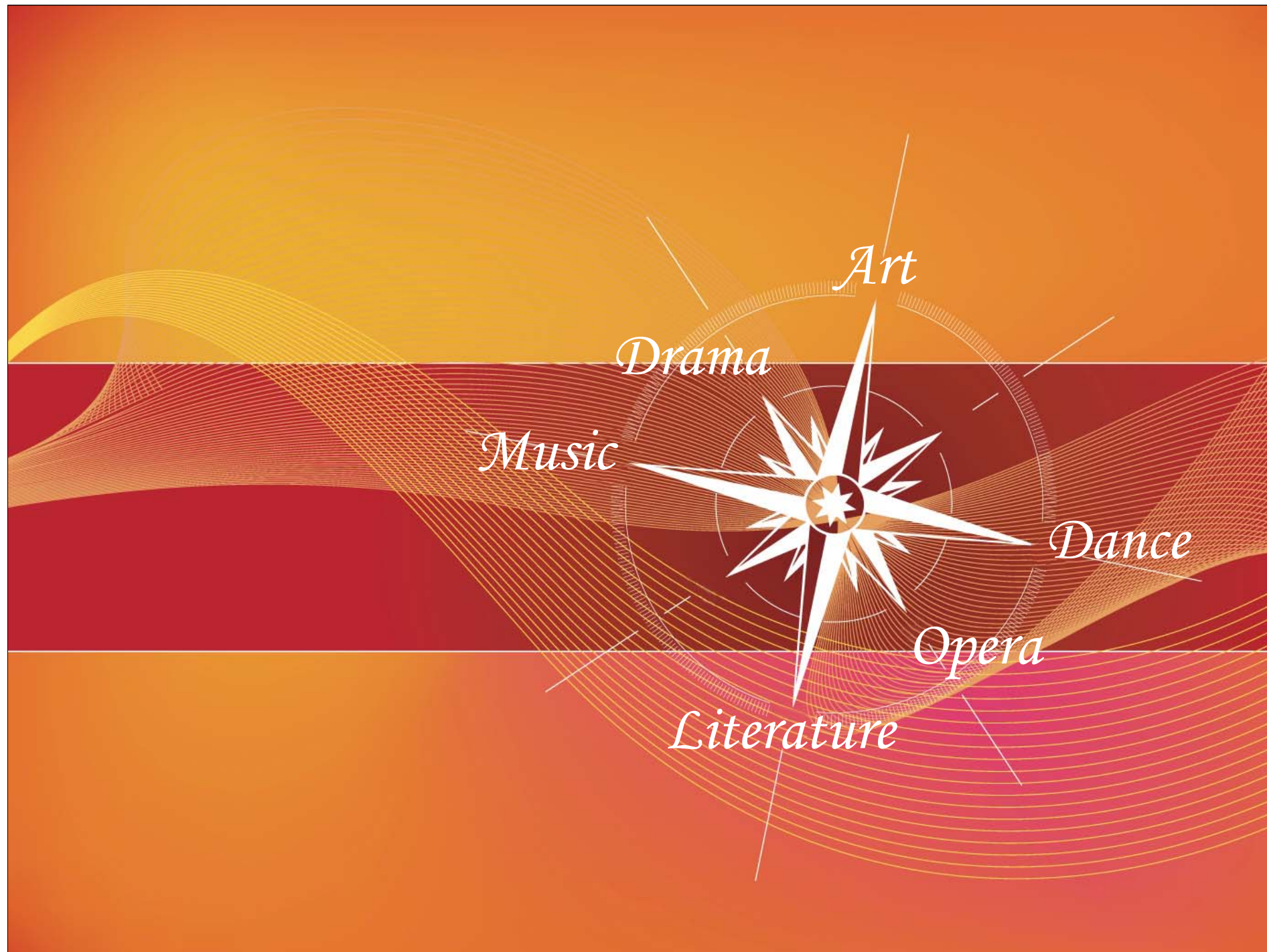
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Waltie Rasulala
Richard Ruggero
Thomas Sayre
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City of Raleigh Arts Commission

Bon Voyage!